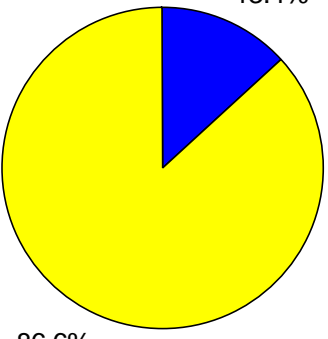


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40-04-Ridesharing and Transportation Demand Management

Fund/Agency: 001/40	Department of Transportation	
Personnel Services	\$267,694	CAPS Percentage of Agency Total  13.4% 86.6% <div>■ Ridesharing and Transportation Demand Management ■ All Other Agency CAPS</div>
Operating Expenses	\$548,959	
Recovered Costs	\$0	
Capital Equipment	\$0	
Total CAPS Cost:	\$816,653	
Federal Revenue	\$0	
State Revenue	\$0	
User Fee Revenue	\$0	
Other Revenue	\$0	
Total Revenue:	\$0	
Net CAPS Cost:	\$816,653	
Positions/SYE involved in the delivery of this CAPS	4/4.2	

► CAPS Summary

This CAPS includes the County's RideSources, Employer Services Program, and Senior Transportation Initiative.

The RideSources program is the County's effort to encourage commuters to use carpools, vanpools, and public transit. This includes providing free ridematching services to interested commuters, as well as promoting carpooling, vanpooling, and public transit usage. This activity has been primarily funded by State grant funds since 1984.

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High Occupancy Vehicle (HOV) lanes and park-and-ride facilities are instrumental in encouraging commuters to carpool and vanpool. Park-and-ride facilities in Fairfax County are well used. For example, the Rolling Valley, Sydenstricker, Reston East, Stone Road, and Springfield CBD Park-and-Rides are regularly full; new facilities like Herndon/Monroe and Stringfellow Road Park-and-Rides are over 50 percent full. Many of these park-and-rides serve HOV lanes. Continued expansion of these facilities is important to increase carpooling, vanpooling, and bus ridership. RideSources promotes use of these facilities and facilitates the establishment of carpools and vanpools through its free ridematching service.

RideSources staff carry out much of the marketing and promotion activities of the Dulles Corridor Express Bus Service. Average weekday ridership increased in the Dulles Corridor from 6,233 in FY 1999 to near 10,000 in FY 2001. The County has received a Superior Award from the National Association of County Information Officers for the Dulles service guide developed by this unit.

The Employer Services Program is the County's effort to work with employers to encourage their employees to use public transportation and to take other transportation demand measures to reduce air pollution. This program is a Transportation Emission Reduction Measure (TERM) of the region's effort to improve air quality. This program has been funded since 1997 with Federal grant funds provided via the Council of Governments (COG). The Employer Services Program relies on voluntary participation of employers to carry out site-specific efforts to encourage carpooling, vanpooling, use of public transit, alternative work schedules, and telework. DATA, the Dulles Area Transportation Association, provides outreach and technical support to interested employers in the Route 28, Herndon, and Reston areas. TYTRAN, the Tysons Transportation Association, serves its members in the Tysons area.

The Senior Transportation Initiative is the result of the County's desire to improve transportation opportunities for senior citizens. Following a County Staff Task Force Report in FY 2000 the Board of Supervisors provided funding in FY 2001 to improve transportation for seniors. In March, 2001 *Seniors On-the-Go!* was implemented as a pilot program in much of the central portion of Fairfax County. Eligible seniors may purchase discounted coupons, which may be used to pay taxi fares. After four months, 300 seniors were registered and 1,000 coupon books were sold for *Seniors On-the-Go!* compared to the six-month goals of 700 registrants and 1,500 coupon books sold. This program has been well received by the senior community with the most common complaint being it should be offered countywide.

► **Method of Service Provision**

RideSources is provided by County staff, several of whom fill grant or limited-term positions. The staff who provide ridematching service use the COG matching system and data base to seek matches for commuters. Specific marketing/promotional activities are sometimes contracted out on a case-by-case basis.

The Employer Services Program is provided by County staff and by staff of the Dulles Area Transportation Association (DATA). Both the County and DATA efforts are paid for by grant funds.

The Senior Transportation Initiative is a collaborative effort of the Department of Transportation and the Department of Family Services. Only the DOT staff members are included in the SYE's above. This initiative is funded by Fairfax County.

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► Performance/Workload Related Data

The performance measures included in the County's FY 2002 Adopted Budget are shown in the table below.

Title	FY 1998 Actual	FY 1999 Actual	FY 2000 Actual	FY 2001 Estimate	FY 2002 Estimate
Ridesharing applicants assisted by RideSources	2,078	4,757	4,995	5,245	5,500
Employer Service Program companies meeting goal of Comprehensive Plan	11	22	29	40	55
<i>Seniors On-the-Go!</i> Customers signed-up	N/A	N/A	N/A	N/A	1,400
Coupon Books Sold	N/A	N/A	N/A	N/A	2,000

An updated estimate for FY 2001 indicates 6,184 ridesharing applicants were assisted by RideSources and 45 Employer Service Program companies met the mode split goal of the County's Comprehensive Plan.

Seniors On-the-Go! is a user-side subsidy program for eligible seniors. Registered seniors may purchase a \$30 coupon book for \$10. Therefore, when seniors use these coupons to pay for taxi rides the senior is paying one-third of the taxi fare and the County is paying two-thirds of the taxi fare.